## COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

## TARGETED RESPONSE GENERATION SYSTEM

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| the specification of which:  |  |  |  |  |  |
| X  | is attached hereto.                          |  |  |  |  |
| *  |  | as United State Application Number                               |  |  |  |
|  |  | wed and understand the contact as amended by any amendment       | tents of the above identified at referred to above.  |  |  |
| •  | he duty to disclose<br>of Federal Regulation |  | l to patentability as defined in   |  |  |
| foreign application below any foreign  | ion(s) for patent or                         | inventor's certificate listed batent or inventor's certificate l | ates Code, § 119(a)-(d) of any below and have also identified having a filing date before that |  |  |
| Number   | Country                                      | Day/Month/Year Filed   | Is Priority Claimed?   |  |  |
| •  | the benefit under T                          |  | § 119(e) of any United States  |  |  |

es provisional application(s) listed below.

> Filing Date Application Number 60/207,822 May 30, 2000

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

Serial No. Filing Date Patented, Pending, or Abandoned?

I hereby appoint the following attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

| George P. McAndrews<br>John J. Held<br>Timothy J. Malloy | Reg. No. 22,760<br>Reg. No. 21,061<br>Reg. No. 25,600 |
|--|---|
| William M. Wesley  | Reg. No. 26,521                                       |
| Lawrence M. Jarvis                                       | Reg. No. 27,341                                       |
| Gregory J. Vogler  | Reg. No. 31,313                                       |
| Jean Dudek Kuelper                                       | Reg. No. 30,171                                       |
| Herbert D. Hart III                                      | Reg. No. 30,063                                       |
| Robert W. Fieseler                                       | Reg. No. 31,826                                       |
| D. David Hill  | Reg. No. 35,543                                       |
| Thomas J. Wimbiscus                                      | Reg. No. 36,059                                       |
| Steven J. Hampton  | Reg. No. 33,707                                       |
| Priscilla F. Gallagher                                   | Reg. No. 32,223                                       |
| Stephen F. Sherry  | Reg. No. 30,590                                       |
| Patrick J. Arnold Jr.                                    | Reg. No. 37,769                                       |
| George Wheeler   | Reg. No. 28,766                                       |
| Janet M. McNicholas                                      | Reg. No. 32,918                                       |
| Ronald E. Larson   | Reg. No. 24,478                                       |
| Christopher C. Winslade                                  | Reg. No. 36,308                                       |
| Edward A. Mas II   | Reg. No. 37,179                                       |
| Gregory C. Schodde                                       | Reg. No. 36,668                                       |
| Edward W. Remus  | Reg. No. 25,703                                       |
| Donald J. Pochopien                                      | Reg. No. 32,167                                       |
| Sharon A. Hwang  | Reg. No. 39,717                                       |
| David D. Headrick  | Reg. No. 40,642                                       |
| Dean D. Small  | Reg. No. 34,730                                       |
| Alejandro Menchaca                                       | Reg. No. 34,389                                       |
| Kirk A. Vander Leest                                     | Reg. No. 34,036                                       |
| Richard T. McCaulley, Jr.                                | Reg. No. 41,977                                       |
| Anthony E. Dowell  | Reg. No. 39,661                                       |
| Peter J. McAndrews                                       | Reg. No. 38,547                                       |
| Jonathan R. Sick   | Reg. No. 43,920                                       |
| Eligio C. Pimentel                                       | Reg. No. 42,076                                       |
| James P. Murphy  | Reg. No. 40,741                                       |

| Dean A. Pelletier     | Reg. No. 45,007 |
|-----------------------|-----------------|
| Michael B. Harlin     | Reg. No. 43,658 |
| James R. Nuttall      | Reg. No. 44,978 |
| Joseph M. Barich      | Reg. No. 42,291 |
| Scott P. McBride      | Reg. No. 42,853 |
| Patricia J. McGrath   | Reg. No. 44,919 |
| Christopher V. Carani | Reg. No. 44,049 |
| Jennifer E. Lacroix   | Reg. No. 46,852 |
| Stephen M. Miller     | Reg. No. 40,728 |
| Troy A. Groetken      | Reg. No. 46,442 |
| Timothy L. Harney     | Reg. No. 38,174 |

Address all telephone calls to Joseph M. Barich at telephone number:

(312) 775-8000.

Address all correspondence to:

McAndrews, Held & Malloy, Ltd. 34th Floor 500 W. Madison Street Chicago, Illinois 60661

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

This declaration names one inventor(s) below.

| Information about sole or first inventor: |   |  |  |  |
|---|---|--|--|--|
| (given name, family name):<br>Residence:  | Robert W. Maismiph<br>53 Lake Road<br>Lake Winola, PA 18625 |  |  |  |
| Citizenship:<br>Post Office Address:      | USA<br>Same   |  |  |  |
| First inventor's signature:               |   |  |  |  |
| Date Signed:                              |   |  |  |  |